

NOTE: Any detail which is missing out from your company while answering the questions in the pitch deck, please make sure to mention why is it missing. In case it's not applicable for your business then just mention 'NA'. It would be great if you can have more graphical representations and least amount of content from web. We appreciate your creativity and imagination which will also become a criteria of judgment. Please mention legal status (Registered or not) and stage of the company (Product or Ideation Stage)!



<Company Name>






< Product or Ideation Stage >

< Registered as >

<Contact details with your Website, Facebook, Twitter, LinkedIn, etc.>







P Problem & S Solution



-  <Define the Problem which your product or service will solve in detail>
-  <Clearly state the target audience of your product/service. Use guestimates if needed>
-  <How do Customers address this problem presently OR Solutions presently employed to address this need/ problem>
-  <Define your Product/Service in detail and why is it the best Solution?>
-  <Clearly state the Uniqueness of your Product/Service>




Market Potential & Scalability



-  <Define the market which you will target for your product/ solution. Show your market study in detail to bring out the market potential of your product/ solution>
-  <How do you wish to enter the market? Mention your Marketing Strategy>
-  <Why will people buy your product/ solution?>
-  <How will you reach out to your Customer-Marketing Channels?>
-  <How do you plan to grow in the coming months and years with that strategy?>
-  <<How can your product/service be scaled to reach out to the maximum audience globally?>

Competition Analysis



-  **Competitors: Direct (same/ similar solution providers) / Indirect (Substitute solution providers)**
-  **Strength and Weakness of competitor vis-a-vis your Solution**
-  **SWOT Analysis**

Leadership Team



<Mention all the credentials of your team mates>



<Why does your team qualify to be a dream team?>



<Why do you think that you can achieve your vision with this Dream Team?>



<Mention the Shareholding between Co-founders>

Sales & Clients (for Product Stage Startups only)



<How many Clients have you served so far?>



<How many/much Sales/Revenue have you made so far? What have been the expenses so far?>



<What has been your growth in sales over time?>



<What is the average cost you pay for acquiring a Customer?>



<What's your projection for next 3 years?>



<Have you taken customer feedback for your Product/Services?>

Financials



<At what price will you sell your solution/product– Justify>



<Unit Economics – Margins per Sale / Selling Price vs. Cost Price / Break Even Point>



<Income – Expense Projections for 2 years (make assumptions for sales figure you can achieve in this period if resources are available)>



<How much funds have you and your team invested in your business so far?>



<Have you received any external funding? From where did you raise those Funds?>



<How much is your Funding Requirement for future?>

Rewards & Recognition/ Patent



(if any)



1.



2.



3.